

5 distribution to end clients;  
6 creating a database containing said designated files;  
7 selecting a plurality of end clients;  
8 transmitting said designated files with advertising information and inventory  
9 information to end clients with each end client receiving only its designated files,  
10 wherein said end clients are remotely disposed with respect to said database, with  
11 subsets of said end clients corresponding to differing products, including transmitting  
12 information corresponding to a first of said multiple products to one of said end clients;  
13 providing a perceivable stimulus, from said information corresponding to said  
14 first of said products, to a consumer positioned proximate to said one of said end  
15 clients, with said perceivable stimulus being associated with said first of said multiple  
16 products; and  
17 wherein an interactive consumer stimulus initiated by said consumer includes  
18 said perceivable stimulus.

#### REMARKS/ARGUMENTS

Claims 1-7, 10-14, 21-24, 26 and 27 are currently pending. Applicant has amended claims 1 and 10. No claims have been cancelled. No claims are newly presented. Attached hereto is a marked-up version of the change made to the claims by the current amendment. The attached page is captioned "Version with markings to show changes".

#### Rejections

Claims 1-6, 10-13, 21-24, 26 and 27 stand rejected under 35 U.S.C. 102(e) as being anticipated by Kaplan. Claims 7 and 14 have been rejected under 35 U.S.C. 103(a) as being unpatentable over the '916 Patent. Claims 1-7, 10-12, 21 and 26 and 27 stand rejected under 35 U.S.C. 103(a) as being anticipated by Doerr et al. These grounds of rejection are respectfully traversed.

In one embodiment of the present invention, as set forth in amended claim 1, a method is provided for disseminating information concerning a product. A network management center is provided that receives files from content providers, assigns at least one attribute for each file to create designated files for distribution to end clients and a database containing the designated files. Designated files with advertising information and inventory information are transmitted to end clients that are remotely disposed with respect to the database. Each end client receives only its designated files. A perceivable stimulus is provided from the designated files to the consumer. The perceivable stimulus is associated with the product. An interactive consumer